

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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Monday, October 2, 1916

PHILADELPHIA DEVELOPMENT SALE



Gimbels Month of Rare Value-Giving

Our lives are yoked as one who join in daily work, and the biggest thing successful people do is the thing that scarcely actuated the starting of an undertaking at all.

A business is started to serve its owners. If it serves them well, it transcends its founders' purpose and becomes a public utility.

Developing Philadelphia is not the work of wishers, but the working out successfully of units of enterprise.

Favored, naturally or geographically, as no other section of our country is favored, the Philadelphia District—which includes Chester and Wilmington—is growing as no other section has. And we have just started.

Development—that is the keynote—usefulness, service. And they are worthy means to a great end.

This vast and growing population has store needs.

The store serves itself best that best serves its section.

Gimbels Lead in Value-Giving

And there is no thought of buncombe in that statement. We give most—in dependable goods—for the dollar, not from philanthropic motives, but resolutely and persistently to build a vaster band of customers.

This Month of Special Values

is only justified by the growth it gives the store. We lessen profits to do this—but we will largely increase the volume on which profits are reckoned—and the service we give will hold the increased patronage.

Next year's growth will start from this year's achievement.

Gimbels are generally believed to stand first in fashions. This position has been gained not through wishing, but by the skilled, continuous work of the people of our staff—here and in Europe.

And even the finest goods we have—the things we most surely excel in—are sold on a new close margin of profit.

Will you make the biggest possible use of the store and its good bargains?

NOTE—There have been hints that stores—taking advantage of scarcity—have largely raised their profits, adding to your high costs. This store hasn't. Goods cost the factory cost, plus landing in the store and plus the expense of getting them to you. Some of these expenses have changed in kind and changed in amount. That is all.

We can afford to keep on reducing prices as the volume of business grows, because the fixed expenses of the store do not grow. That is the reason for campaigns to add new business—the reason we give such decided bargains. We must pay you in service and value for the business we ask you to give us.

Skirts—of Black Raye Satin Here, By Great Good Luck, at \$5

At \$5, though they duplicate the best \$7.90 skirts we've seen!

Made in a full, pleated model, with the newest circular flare.

New tweeds, mixtures and plaids—destined to be popular for sports and street wear. One style pictured.

At \$5.90 to \$12.75

New corduroy Skirts, also velvets—plain and fur-trimmed, at \$5 to \$12.75.

—Gimbels, Salons of Dress, Third floor.



At \$6.90

Women's New Dresses

Such Values Set the Town Agog

Gimbels lead in value-giving. By the same token, these—

\$20 Dresses at \$16.75

—of Georgette crepe and serge.

\$30 Dresses at \$20

—steel bugled and hand-embroidered serge on front of bodice, bottom of skirt and pockets.

\$35 Dresses at \$25

—of satin, with mole fur on collar and cuffs.

\$37.50 Dresses at \$29.75

—copy of a "Lanvin" model in Georgette crepe—high collars trimmed with seal-fabric at bottom of skirt and on collar.

—Gimbels, Salons of Dress, Third floor.

Save on Umbrellas

And dear knows, they're needed this equinoctial season.

These Are \$1.15 Instead of \$1.50 and \$2

—fine grade cotton gloria—good handles for men and women—silk case included.

—Gimbels, First floor.

Yes, Wash Goods Included

For instance—

New 25c Madras Shirtings at 16c Yard

—lovely quality; lovely styles—advanced effects—a mill's surplus with some seconds that have trifle hurts. Big value!

—Gimbels, Second floor.

50c white Waist Linen at 28c—all-lines, too!—pure white cambric finish; yard wide.

New French Lawns at 18c—pure white bleach; 36 inches wide; crisp, lustrous finish.

—Gimbels, First floor, Rear.

Men's Suit Sensation of the Season

Men's and Young Men's \$40 Silk-Lined Suits at \$26.50

Worsted suits, full-lined with fine quality, pure-dyed silk; sleeves also lined. Two shades of gray.

Worsted are advancing! These were made for custom-tailoring lines long since—you profit by their worth today.

Men's \$25 Top-Coats at \$14.50—Tan Color

Choice of covert-cloth or knitted fabrics—quarter-silk-lined; silk sleeves; "belter-backs" or "shower-proofed."

—Gimbels, Second floor.

Newly-Good Values in Pictures

\$5 for \$8.50 original free-hand Pastel painted landscapes. The frames are antique gold, or gilt-and-gold combination; glass size, 18x28 and 20x30 inches.

Sepia Prints at \$1.35, \$1.50, \$3 and \$3.75

—values \$2 to \$5.50. Old masters' subjects are reproduced and historical ruins in Flemish oak and Circassian walnut finish frames.

—Gimbels, Seventh floor.

Women's New Near-Seal Coats

Not too early to secure one of these ultra-good-looking near-seal coats, made from carefully selected skins, when such a bargain!

At \$95 Instead of \$135

The styles are dressy and becoming—smart collar, cuffs and border of skunk-opossum and lining of figured crepe.

—Gimbels, Third floor.

BRAIDS For Trimming

Half price and less for these—in black, white and colors.

Now 5c to \$1.75 a Yard Been 15c to \$4

Women's Waists: New and Dressy

\$5.90 to \$8.90 Values: Remarkable at \$3.95

Sample lace waists of approved good taste—Only a few of the \$5.90 values; a good many of the \$7.90 class—best of all, most of these are \$8.90 values!

There are lace over chiffon models and lace and chiffon combinations in white, black and flesh-color. Few of a kind, so hurry!

Choose, tomorrow, at \$3.95 each.

Here Is \$2 Table Damask at \$1.50

The heavy bleached Irish sort; 72 inches wide. Every yard you buy is fifty cents saved at this unusually low price—\$1.50 a yard.

Huck Towels at \$3.50 a Dozen, Value \$5

—hemstitched, guest-size—damask borders with space for monogram.

—Gimbels, Second floor.

GIMBEL BROTHERS

MARKET : CHESTNUT EIGHTH AND NINTH

More Women Are Buying GLOVES

Is it any wonder, values considered at these prices.

35c for 50c 2-clasp white silk Gloves with black backs. \$1.15 for new washable cape Gloves, tan or pearl-white.

Men's \$2 mocha Gloves at \$1.55—gray only, but see next page.

—Gimbels, First floor.

New Kimonos, \$1.65; Value \$2.25

Serviceable and good-looking, because made of (cotton) crepe in plain-color rose. Graceful, flowing lines, prettily bordered with fine messaline ribbon; turned-back cuffs; full, set-in sleeves.

Women's Bath Robes at \$3.95, Value \$4.95

New fall styles in blanket-cloth—entirely "different." Just ought to see these. Choice shades.

—Gimbels, Third floor.